

## ORDER



Orders	Order / Rev:	169953	WDJT-TV-LP
	Alt Order #:	06391737	Matthew Norden
	Product Desc:	NRSC 2012	HDC
	Estimate:		NAT
	Flight Dates:	10/24/12 - 10/30/12	
	Original Date / Rev:	10/23/12 / 10/23/12	
	Order Type:	GENERAL	
Agency	Name:	Strategic Media Services	
	Buying Contact:	Neil Williams	Cash
	Billing Contact:		Broadcast
		3299 K Street NW	EOM/EOC
		Washington, DC 20007	Agency Commission:
			15%
Advertiser	Name:	Issue/NRSC	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL Issue	Order Separation:
	Priority:	P-1	Advertiser External ID:
	Revenue Codes:	AGY, POL, ISS	Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$87,700.00	\$74,545.00
10/29/12	10/30/12	10	\$22,300.00	\$18,955.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$87,700.00	\$74,545.00	0.00
November 2012	10	\$22,300.00	\$18,955.00	0.00
Totals	26	\$110,000.00	\$93,500.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Matthew Norden Start Of Order - End Of Order 100%

## Order Share

	Share	Total
WDJT-TV-LP	32%	\$110,000.00
Market	100%	\$343,750.00

## Competitive Share

	Share	Total
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CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$79,062.50
WITI	28%	\$96,250.00
WMLW-	1%	\$3,437.50
WPXE	0%	\$0.00
WTMJ	16%	\$55,000.00
WVTW	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/24/12	10/26/12	Price Is Right 10a-11a	CM	10a - 11a	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
				Price is Right 10a-11a											
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 10/22/12	10/28/12	--WTF--		3	\$1,000.00		0.00						
E 2	WDJT	10/29/12	10/30/12	Price Is Right 10a-11a	CM	10a - 11a	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				Price is Right 10a-11a											
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				

Order / Rev: 169953  
 Alt Order #: 06391737  
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Issue/NRSC  
 Product Desc: NRSC 2012  
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 2	WDJT	10/29/12	10/30/12	Price Is Right 10a-11a	CM	10a - 11a	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00											
Price is Right 10a-11a																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	MT-----	2	\$1,000.00	0.00																					
E 3	WDJT	10/24/12	10/26/12	Dr. Phil 4p-5p	CM	4p-5p	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00											
Dr. Phil 4p-5p																										
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Week: 10/22/12	10/28/12	--WTF--	3	\$800.00	0.00																					
E 4	WDJT	10/29/12	10/30/12	Dr. Phil 4p-5p	CM	4p-5p	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00											
Dr. Phil 4p-5p																										
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Week: 10/29/12	11/04/12	MT-----	2	\$800.00	0.00																					
E 5	WDJT	10/24/12	10/26/12	Jeopardy 6p-630p	CM	M-F 6p-630p	--W-F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00											
6p-630p/Jeopardy																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	--W-F--	2	\$2,500.00	0.00																					
E 6	WDJT	10/30/12	10/30/12	Jeopardy 6p-630p	CM	M-F 6p-630p	-1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00											
6p-630p/Jeopardy																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	-1-----	1	\$2,500.00	0.00																					
E 7	WDJT	10/25/12	10/25/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	---1---	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00											
630p-7p/Wheel																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	---1---	1	\$2,500.00	0.00																					
E 8	WDJT	10/29/12	10/30/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	MT-----	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00											
630p-7p/Wheel																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	MT-----	2	\$2,500.00	0.00																					
E 9	WDJT	10/24/12	10/26/12	Letterman 1035p-1135p	CM	1035p-1135p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00											
CM																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	--WTF--	3	\$600.00	0.00																					
E 10	WDJT	10/29/12	10/30/12	Letterman 1035p-1135p	CM	1035p-1135p	MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00											
CM																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/29/12	11/04/12	MT-----	2	\$600.00	0.00																					
E 11	WDJT	10/30/12	10/30/12	Tu 8p - 9p	CM	Tu 8p - 9p	-1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00											
NCIS: Los Angeles																										
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Week: 10/29/12	11/04/12	-1-----	1	\$10,000.00	0.00																					
E 12	WDJT	10/24/12	10/24/12	Wed 8p - 9p	CM	Wed 8p - 9p	--1----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00											
Criminal Minds																										
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Week: 10/22/12	10/28/12	--1----	1	\$10,000.00	0.00																					
E 13	WDJT	10/26/12	10/26/12	Fr 9p - 10p	CM	9p - 10p	----1--	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00											
Blue Bloods																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	----1--	1	\$10,000.00	0.00																					
E 14	WDJT	10/27/12	10/27/12	Sa 9p - 10p	CM	9p - 10p	-----1-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00											
48 Hours																										
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Week: 10/22/12	10/28/12	-----1-	1	\$3,000.00	0.00																					
E 15	WDJT	10/28/12	10/28/12	Green Bay Packers	SPRT	Various	-----1	:30	1	\$50,000.00	P-1	0.00	NM	1	\$50,000.00											
Green Bay Packers																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----1	1	\$50,000.00	0.00																					

Totals

26 \$110,000.00